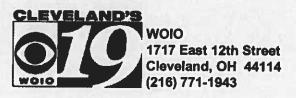
## CONTRACT



And:

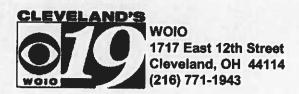
**Midwest Communications** 49 South grant Avenue Columbus, OH 43215

	Contract / Re 826736	evision /	Alt Order	#	
Product Early TV Buy General	Elect, 2012	10).	V	TO SEE JULY	
Contract Dates 10/01/12 - 10/07/12	Estimate #				
<u>Advertiser</u> Republican Senate Ca	ampaign Commi	mpaign Committee		Original Date / Revision 09/26/12 / 09/26/12	
	Billing Cycle EOM/EOC	Billing Broade	Calendar cast	Cash/Trade Cash	
	Station WOIO		nt Executive WOIO/WUAE	Sales Office Cleveland Lo	
	Special Hand	lling		WEIGH	
	Demographic Adults 25-54				
	IDB#	Adverti	ser Code	Product Code	
	Agency Ref		Advertise	r Ref	

*Line Ch Start Date End Date Description	04-4/F-4.T	Spots/		otals
	Ctart Line Time	Days Length Week Rate	Type Spots	Amount
N 1 WOIO 10/01/12 10/05/12 Action News at 5a Start Date End Date Weekdays Spots/Week	5-6a	:30	NM 5	\$750.00
Week: 10/01/12 10/07/12 MTWTF 5	Rate \$150.00			
N 2 WOIO 10/01/12 10/05/12 Action News at 6a	6-7a	:30	NM 5	\$750.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 MTWTF 5	Rate			7.00.00
	\$150.00			
N 3 WOIO 10/01/12 10/05/12 The Early Show Start Date End Date Weekdays Spots/Week	7-9a	:30	NM 5	\$500.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 MTWTF 5	<u>Rate</u> \$100.00			
N 4 WOIO 10/01/12 10/05/12 America Now	9-10a	:30	N14	
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 5	\$375.00
Week: 10/01/12 10/07/12 MTWTF 5	\$75.00			
N 5 WOIO 10/01/12 10/05/12 Syndicated Barter	3-4p	:30	NM 5	\$1,000.00
Start Date End Date Weekdays Spots/Week	Rate			<b>\$1,000.00</b>
Week: 10/01/12 10/07/12 MTWTF 5	\$200.00			
N 6 WOIO 10/01/12 10/05/12 Action News at 4p	4-5p	:30	NM 5	\$2,500.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 MTWTF 5	Rate \$500.00			
N 7 WOIO 10/01/12 10/05/12 Action News at 6p	6-630p	-00		166
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 3	\$7,500.00
Week: 10/01/12 10/07/12 MTWTF 3	\$2,500.00			
N 8 WOIO 10/01/12 10/05/12 David Letterman	1135p-1238a	:30	NM 5	\$2,500.00
Start Date End Date Weekdays Spots/Week	Rate		1414	Ψ2,500.00
Week: 10/01/12 10/07/12 MTWTF 5	\$500.00		0	
N 9 WOIO 10/06/12 10/06/12 Sat Early Show	9-11a	:30	NM 2	\$350.00
Week: 10/01/12 End Date Weekdays Spots/Week  Week: 10/01/12 10/07/12S- 2	Rate		201	
	\$175.00			
N 10 WOIO 10/07/12 10/07/12 Sun Action News at 7a Start Date End Date Weekdays Spots/Week	7-9a Rate	:30	NM 1	\$150.00
Week: 10/01/12 10/07/12S 1	\$150.00		2.00	
	7			PALL LIVE
		Totals	41	\$16,375.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.



	Contract / Revision 826736 /	Alt Order #
Contract Dates 10/01/12 - 10/07/12	Product Early TV Buy Genera	Estimate # al El 390
Advertiser Republican Senate Ca		Original Date / Revision 09/26/12 / 09/26/12

					Spots/		To	tals
*Line Ch Start Date End Date Description			Start/End Time	Days	Length Week	Rate	Type Spots	Amount
Time Period	# of Spots	Gross Amount	Net Amount					
10/01/12 -10/07/12	41	\$16,375.00	\$13,918.75					
Totals	41	\$16,375.00	\$13,918.75					

Signature:	Date:	

826736

Client: Republican Senate Campaign Committee, 2012

Product:

Campaign: Early TV Buy General Elect, 2012

**Station Order** 

Midwest Communications & Media 7720 Benson Road Carroll, OH 43112 614/440-4449

Rev #.: 4

Flight From: 09/10/2012 to 10/21/2012

Buyer Name: Bob Clegg

Sweeps: Share Nov 2010 -> HUT/PUT Nov 10

Actg. Order No.: 390 WS Order No.: 10510

Contract No.:

Market: CLEVELAND-AKRON (CANTON) Station: WOIO

Estimate No.:

Contract No.: Job No.:

Station Contact: Renee Morley

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross Rate/ Total	Oct 01	Total Spots	DMA HH (R)	DMA P 35+ (R)	DMA P 25-54 (R)
						1175	1.0		
15	MTWTF-	EM 30	CBS 19 NWS AM	\$150.00 \$750.00	5	5	1.1 \$136.36	0.7 \$214.29	0.4 \$375.00
16	05:00A-06:00A MTWTF	EM	CBS 19 NWS AM /	\$150.00	5	5	1.1	0.8	0.4
10	06:00A-07:00A	30	CBO 19 ITTIO AIT	\$750.00	J		\$136.36	\$187.50	\$375.00
17	MTWTF	EM	EARLY SHOW /	\$100.00	5	5	0.9	0.7	0.3
	07:00A-09:00A	30	6	\$500.00	Ī		\$111.11	\$142.86	\$333.33
18	MTWTF	DT	AMERICA NOW Q	\$75.00	5	5	1.8	1.4	0.5
	09:00A-10:00A	30	D	\$375.00			\$41.67	\$53.57	\$150.00
19	MTWTF-	DT	ANDERSONCOOPER	\$200.00	5	5	0.7	0.5	0.4
	03:00P-04:00P	30	(1)	\$1,000.00			\$285.71	\$400.00	\$500.00
20	MTWTF	EN	NEWS AT 4	\$500.00	5	5	2.7	2.0	1.0
	04:00P-05:00P	30		\$2,500.00			\$185.19	\$250.00	\$500.00
21	MTWTF	EN	HOMTM19 NWS-6P	\$2,500.00	3	3	3.3	2.7	1.3
	06:00P-06:30P	30		* \$7,500.00			\$757.58	\$925.93	\$1,923.08
22	MTWTF	LF	LETTERMAN 4	\$500.00	5	5	2.2	1.6	1.0
	11:35P-12:35A	30	/	\$2,500.00			\$227.27	\$312.50	\$500.00
23	S-	WE	CBS NWS SAT	\$175.00	2	2	1.2	0.9	0.2
	09:00A-11:00A	30		\$350.00			\$145.83	\$194.44	\$875.00
24	S	WE	ACT NWS SU MRN	\$150.00	1	1	0.5	0.4	0.3
	07:00A-09:00A	30	Ų.	\$150.00			\$300.00	\$375.00	\$500.00
				\$16,375.00	41	41			

65.3

	N.	Monthly Totals		
Month	Spots	GRP/GRIs	Station Gross Dollars	Station Gross CPP/CPM
Oct	41	65.3	\$16,375.00	\$250.77
	41	65.3	\$16,375.00	\$250.77

Comments

Campaign Remarks:

Paid for by:

**RSCC** 

By: